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“Superb” Strawberries. Photo taken September 15th

# STRAWBERRIES

## FOR GARDEN AND FARM

A Select List including

**“SUPERB”**

The Best of the Everbearers

**“CAMPBELL’S EARLY”**

The One really good money-making Early Variety.  
A New One—Try It.

Buy Fine, Healthy, Clean-Rooted  
True-to-Name Plants from

**WILLARD B. KILLE, SWEDSBORO, N. J.**

R. F. D. No. 2



*TO MY PATRONS :*

I take this opportunity of thanking my many customers of the past for their liberal patronage and for the many kind words of encouragement received from them. My aim is to send out just the kind of plants I like to receive myself when I purchase from others and I strive to make every customer a satisfied customer. My yearly increase in trade demonstrates that this policy is appreciated.

This season has been very hard on plants. There will not be much more than half a crop but the quality is excellent. In view of the short crop and the general advance in prices for all sorts of commodities one would expect an advance in price on berry plants. Some will make this advance but I have decided to clean up my plants at last year's prices, with exception of Campbell's Early, of which I now have a larger acreage and upon which I can make a much more attractive price than last year.

The outlook for berry growing was never better. Decide early on the number of plants you want and even though you buy elsewhere let me urge that your order go in early. Late orders next Spring will go unfilled for the stock is not grown to fill them.

Yours for better berries,

WILLARD B. KILLE.

## SUPERB

This is the leading Everbearing variety which is so rapidly coming to the front as the greatest berry ever introduced. If limited to one variety of strawberries Superb would be my choice. The call for plants is tremendous. We cannot supply the demand. Each year we have run short and had to return late orders. It will be the same this year. Already before a single catalogue has been sent out I have booked orders for several hundred thousand Superb for Spring delivery. This in itself shows the great popularity of this wonderful berry. I still have a fair supply but orders are coming steadily, therefore to be sure of securing plants I would advise that your order be sent as soon as possible.

### Description

Superb produces large, luscious berries in abundance on parent plants and some of the first set runners the first year planted, and keeps bearing until freezing weather.

It gives an immense Spring crop, about twice as many berries as the average yield from standard sorts, and it certainly seems to be dependable.

It combines good shipping quality with a mild flavor, thus making it popular for either the Commercial Grower or Home Gardener. It is a delicious table berry that can be enjoyed by people with delicate stomachs to whom an acid berry would be an objection. The fruit ripens uniformly from cap to tip. They have no green points. The blossoms are perfect and have an abundance of pollen which insures a good set of fruit.

### What Not to Expect

After reading of the Everbearers some are led to expect a continuous fall crop just as large as they usually see in the spring. This is not the case. The fall crop is large but picking continues over a longer period than does the spring crop and no extra large quantity is picked at any one time. It must also be remembered that Superb bears only on the parent plant and some of the first set runners the first summer. The Superb is indeed a wonderful berry, but do not expect too much of it. It will not make anyone rich in one season. *But it does offer possibilities not found in any other berry and is worthy the attention of any grower.*

### What Others Say About Superb

TESTIMONIALS WORTH READING.

A SATISFIED COMMERCIAL GROWER.

MAPLEHURST GARDENS.

Three Rivers, Michigan.

Willard B. Kille, Swedesboro, N. J.

DEAR SIR: It gives us pleasure to say a few words regarding the 60,000 Superb plants purchased from you last spring. They have been more than satisfactory in every way. While the season as a whole has been very wet, at the time the plants were set we had a hot, dry spell, very unfavorable to newly-set plants. Practically every plant came through all right—we do not think more than 100 plants out of the 60,000 were lost.

Plants were entirely free from disease.

The fruit from these plants, which we started to pick late in August, has surpassed expectations, and has received the highest prices in all markets where shipped. In this respect the Superb plants are at least 100% better than another very popular variety, of which we have a large setting. Next year our entire setting will be confined to Superb.

Again expressing our appreciation of your courtesy and efficient service, and with kindest regards, we remain.

Yours very truly,

MAPLEHURST GARDENS.

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### Berries At 50c a Quart

Newport, N. Y., Aug. 21, 1916.

*Willard B. Kille, Swedesboro, N. J.*

DEAR SIR: Have you any more Superb plants ready to ship? I would like 500. Please give me price. They are a wonderful berry. Mine are doing fine. I kept the blossoms picked off until July 15 and they are bearing now and have been for three weeks or more. I am getting 50c a basket and could get that for all the berries if I had 5 acres. There is no berry that grows as nice flavor as the Superb. Please let me know about the plants and oblige.

Yours truly,

E. E. RICHARDS.

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### From Old Reliable Farm Journal

George J. Kellogg, Wisconsin, writing in Farm Journal, says:

"After testing twenty kinds of fall bearing strawberries during the past six years, I place Superb at the head of the list. This has produced twenty berries that filled a quart."

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### The Editor of the Rural New Yorker Testifies.

Mr. H. W. Collingwood, editor of the Rural New Yorker, made the following report last fall:

"We are eating Superb strawberries right along—large, well colored and well flavored. Every garden should contain some of these Everbearers."

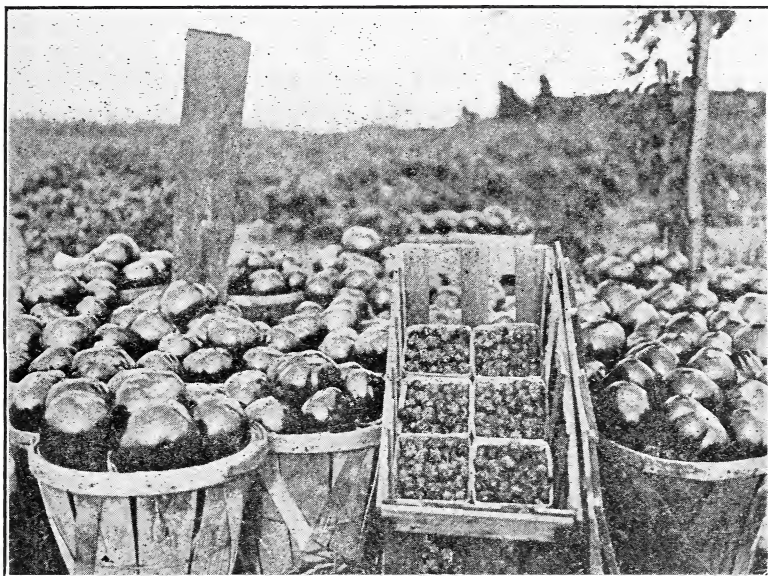
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### Superb as a Spring Cropper.

Last year Mr. Guy A. Leader, York Co., Pa., made the following report in the Market Growers' Journal:

"One thousand plants of Superb were set last spring and the buds kept off until July 1. Blossoms made from that time on were permitted to set fruit. The first fruit was harvested in about four weeks. September and October were the months of heaviest picking, but berries were marketed until mid-November. Blossoms were well





30 baskets Eggplants sold at 10c a bas.....\$3.00  
 16 qts. Superb Strawberries sold at 25c a qt.....\$4.00

protected from frost by the foliage of the plants. Although some blossoms did freeze the plants were continually making others. *Nearly twenty-five dollars worth of fruit was sold from them*, and we were especially well pleased with the size, quality and firmness of the fruit. The fruit of Superb in the fall resembles the Chesapeake very much in every respect. \* \* \* \* Should the spring crop prove profitable, as has been claimed and I see no reason why it should not, it will be the most valuable berry I have yet seen."

As Mr. Leader secured his plants from me I wrote him last fall asking how the Superb did for him as a spring cropper. His reply follows:

"The Superb bore a remarkably heavy crop of berries in June, being outyielded by only one variety of the regular spring bearers among a number which we grow. The fruit was of good size, medium to large and is very firm. I am very much pleased with its performance here both in spring and autumn."

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I sell 10,000 Superb plants where I sell 1000 of any other variety. Do not delay ordering and then be disappointed right at planting time.

#### PRICE FOR SPRING DELIVERY

100 plants \$1.00	500 plants \$3.50	1000 plants \$6.00
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*See Plants by Parcel Post, Page 8.*

## PROGRESSIVE.

This too is a very popular Everbearing variety and is a worthy running mate for Superb. Progressive gives the greatest number of berries in the fall. It fruits almost continuously and while the berries are not quite as large as Superb the number is greater and are so sweet and good that they make this variety a great favorite for the Home Garden. The demand for plants of this variety is also very great.

### *PRICE FOR SPRING DELIVERY.*

100 plants \$1.25                      500 plants \$5.00                      1000 plants \$8.00

*See Plants by Parcel Post, Page 8.*

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## PEERLESS.

This is a new and very expensive Everbearing variety that we have grown this summer for the first time. A trial of one season is not a thorough test for a new variety but from what we have seen of it we think it very promising indeed.

The Peerless was originated by Mr. Samuel Cooper, of New York. We know Mr. Cooper to be a very honorable man and his statements can be relied upon. He originated Superb and he considers Peerless the superior of Superb as a fall bearer and much ahead as a spring cropper. Our own short trial of Peerless confirms his opinion. If Peerless should prove superior to Superb in other sections as it has on Mr. Cooper's own place it will prove to be one of the most popular berries ever introduced.

I could sell my entire stock of Peerless to nurserymen at a much higher price than I ever received for any strawberry plants, but I have so much faith in Mr. Cooper and his new berry that nearly all of my Peerless plants will be saved at home for propagating purposes.

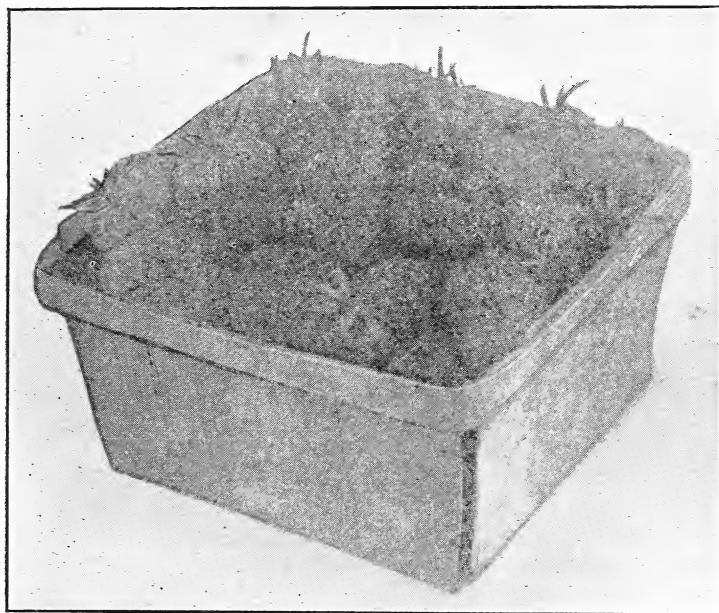
In order to give my customers an opportunity to secure an advance trial on this promising New Everbearer I have decided to offer a limited number of plants this season. Next year I hope to have enough plants to warrant lower prices and heavier planting.

### *PRICE FOR SPRING DELIVERY.*

Single plant 50c.

Three plants \$1.00





Campbell's Early Third Picking.

## CAMPBELL'S EARLY.

*The best First Early Variety.. A new one and a money-maker.*

This variety, which we offered last year for the first time, originated in Cumberland County, N. J., and is rapidly growing in favor with commercial growers. We have fruited Campbell's Early two years and can say frankly it is the only first early variety we have found profitable, and we have tried practically every early variety in order to find one that would really prove a money-maker. Considering it from every standpoint I would not hesitate to recommend any New Jersey grower to plant heavily of Campbell's Early. For other states I would recommend smaller plantings for trial purposes as it has not yet to my knowledge been fruited in any state outside of New Jersey. If it does half as well away from home as it does here one's only regret will be that he did not get hold of it sooner and have a larger acreage.

## Description.

Plants are large and strong, very vigorous, deep rooted and will make a good bed on sandy soil. Blossoms are perfect. Fruit ripens very early and the crop is sold before the glut of mid-season berries comes on. The yield is large and dependable. Berries are attractive, sell well and run medium in size. Few extra large ones and practically no worthless nubbins. Not as firm as Gandy but firm enough to

carry well for distant shipping. Good table berry with just enough acid to give it a good berry flavor.

I believe Campbell's Early is the *one really good* early berry you have been looking for.

*PRICE FOR SPRING DELIVERY.*

100 plants \$1.00                      500 plants \$3.50                      1000 plants \$6.00

Special Prices on large lots.

*See Plants by Parcel Post, Page 8.*

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## LUPTON.

### New Variety Which May Replace the Gandy.

This new variety comes from Cumberland County near the home of the Gandy. It promises to replace the Gandy as a commercial shipping berry. In shape, size and appearance it resembles Gandy. It seems to be a more dependable cropper giving larger yields than Gandy and is equal or superior to it as a shipper. It is a strong grower, makes a good mat of plants and has perfect blossoms. We have fruited this one season and can see but one fault. It lacks quality. The berry is so lacking in juice as to be almost the texture of cotton. While this is undesirable in a home garden berry it is an asset when it comes to shipping. This quality enables the Lupton to reach distant markets in almost perfect condition. The Gandy contains so much acid as to be objectionable to many people. The Lupton will never be criticised as being "sour" and many people will very much prefer it to Gandy.

The Lupton ripens a few days ahead of the Gandy and will hold up on the vines for a long time. Its season of ripening and shipping qualities will make it a money maker.

*PRICE FOR SPRING DELIVERY.*

100 plants \$1.00                      500 plants \$3.50                      1000 plants \$6.00

*See Plants by Parcel Post, Page 8.*

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## <sup>N</sup>MELLIS TRIUMPH.

### A Heavy Yields.

This is a new Seedling originated in North Jersey and is being introduced this year for the first time. We have not fruited it but the plants we sell are grown right here on our own place from stock secured direct from the originator last Spring and are true to name. In a block of 32 varieties on the originator's place this new berry gave by far the heaviest yield of any variety. It is a vigorous grower, showing a remarkable propensity to bear fruit. This gives you an opportunity to get an advance trial on this variety. I am informed that only one other nurseryman in the country is in a position to offer plants of his own growing this year. I believe it worthy of a try out..

*PRICE FOR SPRING DELIVERY.*

100 Plants \$1.00

*See Plants by Parcel Post, Page 8.*

## MATTHEWS.

### An Extra Early Strawberry for Trial.

This new berry is attracting unusual attention at this time; especially among growers in Maryland. We have not fruited it but understand it to be an extra fancy early variety, with strong blossoms not easily injured by frost, and a berry that brings the very highest market prices. Early varieties of merit are in demand and to be sure of getting the one best suited to your own local conditions it is a wise plan to try out at least two or three of the most promising.

#### PRICE FOR SPRING DELIVERY.

100 plants \$1.00	500 plants \$3.50	1000 plants \$6.00
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*See Plants by Parcel Post, Page 8.*

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## CHESAPEAKE.

Many growers consider this the greatest of all the standard spring fruiting strawberries.

The Chesapeake is a strictly fancy late berry. A remarkable shipper and a still more remarkable seller. It always tops the market. Plants are large and stocky, each one capable of bringing to maturity a full set of fruit. Blossoms are perfect and nearly every one makes a berry. The last berries picked are almost as large as the first ones. It is one of the best table berries grown.

Chesapeake is a real money maker for the commercial grower, and the pride and joy of the Home Gardener.

#### PRICE FOR SPRING DELIVERY.

100 plants 80c	500 plants \$2.50	1000 plants \$4.00
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*See Plants by Parcel Post, Page 8.*

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## GANDY.

Gandy is the standard by which all other varieties are judged. For twenty years it has been the standard late variety and *many growers still consider it the best*. It is too well known to require a lengthy description. The Gandy has been more largely grown in South Jersey than any other variety. It is a very late berry and an extraordinary good shipper. It is still the leading late market berry in all important berry growing centers. It does its best on rather low heavy soil.

*Note*:—Buy Gandy plants that have been grown on *real Gandy soil*. I have 300,000 just such plants.

#### PRICE FOR SPRING DELIVERY.

100 plants 60c	500 plants \$1.50	1000 plants \$2.50
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*See Plants by Parcel Post, Page 8.*

## PLANTS BY PARCEL POST.

We ship thousands of plants by Parcel Post with very gratifying success. Where 100 to 300 plants are desired this is the most satisfactory way to send them. Larger quantities should go by express. When packed for shipment 100 plants weigh approximately  $4\frac{1}{2}$  lbs. Prices given do not include postage or transportation charges. When sending your remittance ask your postmaster what it will cost to send a  $4\frac{1}{2}$  lb. package of plants from Swedesboro, N. J., to your office, and then add that to the amount you are sending for plants. For the first two zones the postage on 100 plants is 9c. Where postage is not included plants will be sent by express, charges collect.

**TERMS:**—Cash with order.

**REFERENCE:**—First National Bank, Pedricktown, N. J.

Address all communications to

**WILLARD B. KILLE,**

R. F. D. No. 2

SWEDESBORO, NEW JERSEY

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## STATE OF NEW JERSEY

The Department



of Agriculture

ALVA AGEE, Secretary.

## BUREAU OF STATISTICS AND INSPECTION

FRANKLIN DYE, Chief.

No. 59-1916.

Trenton, N. J., September 1st, 1916

*This is to Certify,* That we have this 4th day of August 1916, in accordance with the provisions of Chapter 268, Laws of 1916, State of New Jersey, inspected or caused to be inspected by a duly appointed Inspector the strawberry nursery stock growing in the Kille nurseries of Willard B Kille, proprietor, at Swedesboro, in Gloucester County, New Jersey, and have found the same apparently free from San Jose Scale and other dangerously injurious insect pests and dangerously destructive plant diseases.

This certificate expires June 1st, 1917, and covers only stock actually in the nurseries when examined.

THOMAS J. HEADLEE,  
*State Entomologist.*

MEL. T. COOK,  
*State Plant Pathologist.*

HARRY B. WEISS,  
*Chief Nursery Inspector.*

**WILLARD B. KILLE, Swedesboro, N. J., R. F. D. No. 2**

Name of Buyer.....

Post Office .....

Street..... County.....

State.....Express Office.....

Ship by.....at proper time for Spring planting.  
(mail or express)

Date of order.....191...

(Over)



When sending in your order I would appreciate having you send me the names and addresses of some of your friends who are interested in growing strawberries either for market or family use.

Name.....

Postoffice..... State.....

Name.....

Postoffice..... State.....

Name.....

Postoffice..... State.....

Name.....

Postoffice..... State.....

Name.....

Postoffice..... State.....

Name.....

Postoffice..... State.....

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Name.....

Postoffice..... State.....

## WORDS OF APPRECIATION

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Monmouth County. N. J., May 13, 1916

*Willard B. Kille, Swedesboro, N. J.*

DEAR SIR:—Your plants received and have most of same set. I have never received quite as nice quality of plants, especially in an order of 10,000. They were well rooted and clean from any insect or fungus. They are plants that anyone should be proud to set.

Yours very truly,

J. CARROLL BURTIS.

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Winnisquan, N. H., May 15, 1916.

*Willard B. Kille, Swedesboro, N. J.*

DEAR SIR:—The strawberry plants came all right. They were fine plants. The best I ever saw. Accept my thanks.

Yours truly,

W. M. K.

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Pitman, N. J., May 10, 1916.

*Willard B. Kille, Swedesboro, N. J.*

DEAR SIR:—Berry plants I bought of you are the finest I ever bought. Am very much pleased with the same.

Yours resp't,

A. E. Z.

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Cumberland Co., N. J., April 17, 1916.

*Willard B. Kille, Swedesboro, N. J.*

DEAR SIR: Received my plants in fine condition. Prof. Watts says, "That good plants are a good beginning." Your plants are fine. I am perfectly satisfied with them.

Sincerely,

G. L. W. ERRICKSON.

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Mercer Co., N. J., May 2, 1916

*Willard B. Kille, Swedesboro, N. J.*

DEAR SIR: Pardon me for not thanking you for the prompt shipment of the lot of strawberry plants you sent me by Parcel Post. I certainly appreciate the plants you sent me. They were fine.

Yours resp't,

W. O. SHALLCROSS.

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Mercer Co., N. J., Sept. 27.

*Willard B. Kille, Swedesboro, N. J.*

DEAR SIR: I ordered 1000 Everbearing strawberry plants from you last spring. Got them in good condition, as fine a lot of plants as I ever saw. Nearly all lived and have done fine. Will you have the same kind to sell next spring? If so how much will 2000 plants cost me?

Very truly yours,

MRS. M. M. KNAPP.

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## PROSPECTS FOR STRAWBERRIES

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Mr. R. W. DeBaun, Extension Specialist in Vegetable Gardening, New Jersey Experiment Station, writing in the Market Growers' Journal, issue of Dec. 1, 1916, says: "I give as my opinion that Strawberries will sell at especially high prices during the next two or three years. Travels around our state this year show a decrease in the strawberry acreage has been very apparent. Furthermore, with the scarcity of help and rush of work, the strawberry patch has been first to suffer."

Mr. DeBaun is right. The acreage is away below normal. I believe the man who plants strawberries now will be quite sure of a good profit from the fruit. It will be more difficult to grow strawberries than to market them. Good fruit cannot be produced on poor plants. Buy the best and start right.

WILLARD B. KILLE.

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